

# BUFFALO DISTRICT OFFICE NEWS

JANUARY 2011

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## Newest PLP Lender

We are pleased to  
announce our  
newest PLP lender:

**First Niagara  
Bank**



## Region II Regional Administrator Jorge Silva-Puras Will Attend Straight Talk 2011



Regional Administrator  
Jorge Silva-Puras

SCORE Buffalo Niagara and the SBA, in conjunction with the Urban League of Buffalo, the Buffalo Chapter of the NAACP, Black Chamber of Commerce of WNY and several other supporters will present Straight Talk 2011 and the Straight Talk Series. SBA Region II Regional Administrator Jorge Silva-Puras will be speaking during Straight Talk's conference introduction. The joint purpose of these events is to expose future and current small business owners on information about starting or growing a business.

Straight Talk 2011 is a half-day seminar on January 22, 2011 at the Buffalo Niagara Convention Center with registration beginning at 8 a.m. Historically, "Business Basics" has been the most sought after seminar which covers business plans. Attendees will automatically be registered for this seminar.

Other available classes are "Make Yourself Credit Worthy", "Access to Government Contracts through Certification", "Show Me the Money", "Business Assistance for Veterans", "Navigating Your Business through Taxes & Permits", "We Did It! You Can Too!" and "Marketing Your Small Business". Seminars are 60 minutes long and several will be held during each time slot. Attendees are asked to select two classes to attend. To view the brochure, please visit [www.wnystraighttalk.org](http://www.wnystraighttalk.org).



The cost for Straight Talk is \$20 at the door, **\$15 pre-registration**. Students with a valid ID pay \$10. The fee includes a continental breakfast.

Continued next page Straight Talk

## District Staff

District Director  
Franklin J. Sciortino

Deputy District Director  
Victoria Reynolds

Government Contracting/  
Business Development  
Laura McCabe  
Pamela Andolina

Lender Relations  
Paul Hoffman  
Barbara Krieger

Administration  
Sheila Haggerty

Public Information Officer  
Kelly LoTempio

District Counsel  
Mollie B. Gaughan

## Rochester Branch Staff Directory

Branch Manager  
Malcolm Richards

Procurement Analyst  
Joyce Spears

Program Support  
Specialist  
Tammi Bennett

## Straight Talk

Straight Talk Series will begin Tuesday, February 8, 2011 and continue each following Tuesday for eight weeks from 6 – 8:30 p.m. This series of seminars covers more detailed information about the “ins and outs” of starting, running or growing your own business. The seminars will be held at Medaille College, 18 Agassiz Circle, Buffalo, New York and are free of charge with your attendance at Straight Talk.

A very special thank you to SCORE Buffalo Niagara and its supporters: Bank of Akron, Empire State Development Corporation, Erie County Equal Opportunity, Erie County Industrial Development Agency, Evans National Bank, First Niagara Bank, Five Star Bank, HSBC Bank USA, Key Bank National Association, Manufacturers and Traders Trust Company (M&T), National Association of Women Business Owners, New York Business Development Corporation, The PathStone Enterprise Center, Small Business Development Center at Buffalo State College, The Oneida Group of Companies, Canisius College Women’s Business Center for their continuing support of entrepreneurship in WNY.

For further information contact Pam Andolina at SBA at 716-551-4301 Ext. 301, e-mail: [buffalo\\_do@sba.gov](mailto:buffalo_do@sba.gov).



# SAVE THE DATE!

## WESTERN NEW YORK MATCHMAKING EVENT

### May 11, 2011

Buffalo Niagara Convention Center

Buffalo, New York

## New Contracting Opportunities for Small Business

The U.S. Small Business Administration, SCORE Buffalo Niagara and Business First of Buffalo are hosting their 6th annual Western New York Business Matchmaking event in Buffalo, New York on Wednesday, May 11, 2011. The event will combine education, training, counseling, networking and face-to-face meetings between small businesses and procurement representatives from government agencies and major corporations.

Interested small businesses and procurement officials should e-mail Laura McCabe or Kelly LoTempio, SBA Buffalo District Office at [Laura.mccabe@sba.gov](mailto:Laura.mccabe@sba.gov) or [Kelly.lotempio@sba.gov](mailto:Kelly.lotempio@sba.gov).

*The SBA, SCORE Buffalo Niagara and Business First invite your participation!*

*We encourage you to join us in a strong, coordinated effort to increase procurement opportunities for Western New York small businesses.*

# TAKE YOUR BUSINESS GLOBAL **SBA**

Many businesses think they are too small to compete in the world market. In fact, 97 percent of all exporters are small business. While 96 percent of the world's customers reside outside the United States, most U.S. companies never think of foreign markets and do not realize that foreign sales opportunities are now well within reach.

Consider the many advantages of exporting:

- Increased purchasing power in many export markets due to favorable exchange rate
- Available productive capacity in the U.S. to handle manufacturing expansion and a ready supply of workers

- Reduce dependence on the domestic market alone

- Enhance the sales potential and product life of existing products

- Stabilize seasonal market/sales fluctuations

United States Export Assistance Centers, located nationwide, provide one-stop trade pro-

motion, financing and export insurance programs. The SBA, the U.S. Commercial Service and the U.S. Export-Import Bank work together to support small businesses interested in exporting. To locate the SBA senior trade promotion and finance specialist nearest to you, go to [www.sba.gov/international](http://www.sba.gov/international).

## INTERNATIONAL TRADE

The SBA Buffalo District Office International Trade Task Force met on December 3. The meeting was held at Hodgson Russ LLP and was Hosted by Christine Bonaguide, partner. Committee members listened to Bonaguide and Troy Carnrite who addressed the task force on U.S. legal issues in international trade. Task force meetings are held quarterly.



## COMMERCE & SBA LAUNCH NEW ONLINE EXPORT TOOL

Small businesses interested in exporting now have a new online tool to help them tap into the global marketplace to grow their business. Developed by the U.S. Department of Commerce and the U.S. Small Business Administration, Six Steps to Begin Exporting, [www.export.gov/begin](http://www.export.gov/begin),

is the latest tool in the National Export Initiative toolbox to help entrepreneurs begin exporting.

The six-step process begins with a self-assessment to help potential exporters gauge their readiness to successfully engage in international trade. The self-assessment is followed by sections on training

and counseling programs; resources to create an export business plan; information on conducting market research; assistance for finding foreign buyers; and investigating financing for your small business exports, foreign investments or projects.

Upon completing the self-assessment, businesses receive a score

*Cont. on page 4*



# EXPLORE INTERNATIONAL TRADE

*Cont. from page 3*

indicating their level of readiness. Based on the score, additional resources are identified fitting their specific needs, including SBA and its nationwide resource partners SCORE and Small Business Development Centers, as well as Commerce's U.S. Export Assistance Centers, which provide individualized support."

"With nearly 96 percent of the world's customers living outside the United States and two-thirds of the world's purchasing power in foreign

countries, tapping into opportunities in the global market makes perfect sense and is more attainable than ever for small business owners," SBA Administrator Karen Mills said. "One of the main hurdles potential exporters face is their fear that exporting is too complicated. This six-step process addresses and dispels that concern. Across the administration, we continue to strengthen the tools and resources so we can be the best possible partner in helping small business owners grow their customer base beyond

our borders and, in doing so, create new jobs here at home."

This joint Commerce-SBA effort is part of an array of activities by federal agencies to support President Obama's National Export Initiative, which calls for doubling U.S. exports and supporting 2 million jobs over the next five years. So far this year, U.S. exports have increased nearly 18 percent compared to the same period in 2009.

President Obama has outlined five steps the Administration is taking to help U.S. firms expand sales

goods and services abroad: creating a new Cabinet-level focus on U.S. exports, expanding export financing, prioritizing government advocacy on behalf of U.S. exporters, providing new resources to U.S. businesses seeking to export, and ensuring a level playing field for U.S. exporters in global markets.

For more information on export services for small businesses or to find local counseling and technical assistance resources, please visit

[www.export.gov](http://www.export.gov).



## **FREE Small Business Health Care Tax Credit Webinar** **February 2, 2011**

### **Learn about:**

**Amount of Small Business Health Care Tax Credit**  
**Who qualifies, Eligibility rules, How to claim the credit**  
**Calculating the credit and Resources available**

### **Earn Continuing Professional Education credit:**

Enrolled agents receive one CPE credit for participating for a minimum of 50 minutes from the start of the webinar. Other tax professionals may receive credit if the webinar meets your organization's or state's CPE requirements.

To receive credit, you must attend the event offered on Feb. 2, 2011. You must also register for the webinar using your e-mail address, and use the same e-mail address to log in to attend. This will confirm your attendance and generate your Certificate of Completion. Groups will not receive individual certificates as attendance can not be verified.

\*Only Feb. 2, 2011 participants will receive certificates. If you do not need a certificate to obtain CPE credit, you may choose to view the archived version of the webinar after Feb. 23, 2011.

**This FREE webinar is for:**

Tax professionals  
Attorneys  
Payroll professionals  
Small businesses

**Register on-line at:**

**[http://www.visualwebcaster.com/  
event.asp?id=75575](http://www.visualwebcaster.com/event.asp?id=75575)**